

**RFP NO. INDONESIA 05-025  
AID OUTREACH AND COMMUNICATION CAMPAIGN  
QUESTIONS AND ANSWERS**

Q = Question

A = Answer

1. Q: For the submission of proposal on September 21, 2005, should the proposal be delivered directly or able to be sent by e-mail/post?

A: ***The proposal should be delivered directly to the Office of Procurement, USAID/Indonesia, not posted on that day.***
2. Q: Please advise the content of the proposal? Including cost proposal?

A: ***Please See Section V. Yes, the proposal must include cost proposal.***
3. Q: Can you please confirm whether you want us to present our campaign ideas (strategy, creative and concepts) or only submit our interest. Also, will there be a formal briefing prior to preparing our presentation?

A: ***Follow proposal submittal requirements. Only the most highly ranked firm will be asked to present. We will not have a formal briefing, but you should submit questions.***
4. Q: I am not a PR firm but a PR Freelancer. Would you consider an individual rather than an entire firm?

A: ***We anticipate awarding a contract to a firm as we need a range of services. If you believe you can offer the range of services, please submit your application.***
5. Q: It was mentioned that there is an outlined Statement of Works that we need to follow. How could we acquire this outline Statement of Works?

A: ***Please see Section III of the RFP which on [www.usaid.gov/id](http://www.usaid.gov/id) or call (021) 3435-9490.***

6. Q: What would be the scope of works that we will be expected to deliver?
- A: ***Please see Section III of the RFP posted on [www.usaid.gov/id](http://www.usaid.gov/id)***
7. Q: What would be the format that needs to be submitted by September 21, 2005 (3:00 pm Jakarta time)?
- A: ***Explain in RFP. Please submit directly to the address mentioned in Section VII Submission of Proposal.***
8. Q: How many institutions are you planning to invite for the next stage?
- A: ***The most highly ranked firms will be asked to make oral presentations.***
9. Q: In the TOR Section IV. Performance Period. The period of performance for this contract will be from award date to February 1, 2006. When the project is finished?
- A: ***The expiration date of the project is February 1, 2006.***
10. Q: Is the value of project \$350,000 - \$370,000 including costs for presented ads in the medias (television, radio, etc)? Are the costs charged by contractor?
- A: ***Yes. Placement costs are allowable under contract. Contractor will have to demonstrate ability to place ad at favorable rates.***
11. Q: How many radios limited in minimal as a campaign media?
- A: ***No minimum. It is up to the offeror to propose appropriate coverage within budget amount.***
12. Q: Can the contractor make a consortium with other organizations?
- A: ***Yes as long as you can stay within budget.***
13. Q: How many researches conducted in each USAID areas? Please advise the USAID areas for the target researchers?
- A: ***East, West and Central Java including Banten and Jakarta. North Sumatra including Aceh, and South Sulawesi.***

14. Q: Do you have a standard form for this RFP that we must fill with our details?

**A: No. Follow proposal guidance in RFP (Section V).**

15. Q: If you do have the form, how can we obtain it?

**A: No, we don't.**

16. Q: Do you have a standard set of Statement of Work?

**A: Yes, please see Section III of this RFP.**

17. Q: Are there any prioritized (special) regions that USAID would like to focus on regarding this program? Since USAID currently works in many regions. If there are prioritized regions, what are the reasons for choosing those regions?

**A: See answer number 13. Programs are being implemented in areas with greatest needs.**

18. Q: Please clarify:

Maximum pages of the Proposal is 20 pages, excluding:

- a) Detailed budget;
- b) Portfolio of previous work with copies of campaign ads, and electronic DVD copies of PSA or other ad campaigns for TV and Radio;
- c) Key personnel working on the project; and
- d) References from employers over the last three years.

**A: Please see Section V of the RFP.**